



CITY OF SEATTLE DEPARTMENT OF NEIGHBORHOODS

2010 Neighborhood Matching Fund Program

What Is the Neighborhood Matching Fund?

Seattle's uniqueness and quality of life is tied to strong neighborhoods and active residents. The Neighborhood Matching Fund (NMF) program was created in 1988 to provide neighborhood groups with City resources for community-driven projects that enhance and strengthen their own neighborhoods. All projects are initiated, planned and implemented by community members in partnership with the City. Every award is matched by neighborhoods' or communities' resources of volunteer labor, donated materials, donated professional services or cash.

A part of the City of Seattle Department of Neighborhoods, NMF promotes collaboration between the City and the community. Community building is core to project success: the **process** of bringing people together and building relationships is as important as project **results**.

Since 1988, the Fund has awarded more than \$42 million to over 3,800 projects, generated an additional \$68 million of community match, and engaged more than 80,000 volunteers who donated over 560,000 hours.

There are four funds within the Neighborhood Matching Fund Program:

| | SMALL SPARKS FUND | SMALL AND SIMPLE PROJECTS FUND | LARGE PROJECTS FUND | TREE FUND |
|-----------------------|--|---|--|--|
| AWARDS | Up to \$1,000. | Up to \$20,000. | Up to \$100,000. | 10-40 trees (which includes up to one fruit tree per household). |
| APPLICATION DEADLINES | Applications accepted year-round. Applications must be received at least six weeks prior to the start of the project. | January 11, 2010 and July 12, 2010. | Applications initiated by a letter of intent (LOI). LOI deadline: February 8, 2010. Full proposal deadline: April 13, 2010. | August 16, 2010. |
| NOTICE OF DECISIONS | Within two weeks. | Within eight weeks. | Within three months of full proposal deadline. | Within six weeks. Planting projects occur in the Fall. |
| CONTRACT | With the City one month from award notification date. | With the City one month from award notification date. | With the City one to four months from award notification date. | No contract required. |

Who Should Apply?

All applicant groups must be open and inclusive, actively engage diverse community members, and be significantly composed of people who live and/or work in Seattle. Groups can have only one NMF project open at a time across all Funds except the Tree Fund.

SMALL SPARKS FUND APPLICANTS

- Formal and informal neighborhood and grassroots community groups with annual organizational budgets of less than \$25,000. (If a group does not have a tax identification number, it must use a fiscal sponsor for funding requests more than \$600.)

SMALL AND SIMPLE PROJECTS FUND AND LARGE PROJECTS FUND APPLICANTS

- Neighborhood-based groups, community-based organizations, ad-hoc groups and business groups (such as chambers of commerce) who want to do a project to build stronger connections in their neighborhood.
- Community groups that do not have a geographic base, such as a racial or ethnic group, GLBT groups, a disability community, etc.

TREE FUND APPLICANTS

- Groups of neighbors that represent a minimum of five households on a given block.

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What We Fund

To be considered for funding, a project must demonstrate its capacity to build a stronger and healthier community. Projects must:

- Provide a public benefit and be free and open to all members of the public.
- Emphasize self-help, with project ideas initiated, planned and implemented by the neighbors and community members who will themselves be impacted by the project.
- Demonstrate community match.
- Occur within the Seattle city limits.

NMF AWARDS ARE MADE TO PROJECTS THAT FALL WITHIN THESE GENERAL PROJECT TYPES:

- **Race and Social Justice.** For communities to encourage mutual understanding, celebrate uniqueness and openly address issues of race, culture and social justice.
- **Climate Protection.** For neighbors to work together on community-driven approaches to addressing climate change.
- **Youth-Initiated.** For young people to organize around their creativity, intellect and energy and to positively engage with their peers.
- **Neighborhood Planning and/or Design.** For neighbors to establish a plan, design or report outlining specific actions that will guide future changes to a neighborhood.
- **Neighborhood Organizing.** For a neighborhood-based group or other non-geographic-based community group to create, diversify or expand its participatory base for the benefit of the entire neighborhood or community.
- **Physical Improvement.** For groups to build or enhance a physical improvement in a neighborhood or community. (For improvements to private property, a letter from property owner or copy of long-term lease agreement is required.)

- **Non-Physical Improvement.** For groups to organize and hold activities or events, such as a festival, celebration, training session, educational campaign or workshop. A festival or celebration will only be funded once.
- **Public School Partnership.** For groups to pilot or start new projects that directly benefit the families and children/youth in a neighborhood public school and its immediate neighborhood.

What We Do Not Fund

NMF AWARDS ARE NOT MADE TO:

- Individual persons.
- Individual businesses, religious organizations, government agencies, political groups, district councils, universities, hospitals or newspapers.
- Organizations outside the City of Seattle.
- Applicants who have failed to successfully carry out NMF projects funded in the two preceding years.

NMF AWARDS CANNOT BE USED TO:

- Duplicate an existing public or private program.
- Support ongoing programs or services.
- Replace funding lost from other funding sources.
- Pay for an organization's operating expenses not directly related to the awarded project.
- Purchase land or buildings.
- Pay for out-of-City travel expenses, or any lodging/hotel expenses.
- Pay for expenditures or financial commitments made before the organization is under contract with the City of Seattle.



Application Timeline

STEP 8: Awardee invoices and reports on progress.

STEP 7: Project officially begins. Awardee can begin spending City funding.

STEP 6: Awardee signs contract with the City.

STEP 5: Awards are announced.

STEP 4: Application is reviewed.

STEP 3: Applicant completes and submits application.

STEP 2: Applicant meets with Matching Fund staff.

STEP 1: Applicant reviews application guidelines.



Application Components

NMF applications forms have four sections that are reviewed on a scale of 100 total points. A successful application will include completed and detailed sections that let reviewers know that your group has planned well, is able to organize broad community support and knows how to secure resources needed to complete the project.

NOTE: *As you prepare your application, please be certain that the information provided in all parts of your application match up. Any specific items (such as a fundraising event) described in the Proposed Idea section should also be included, for example, in your workplan and budget.*

COVER PAGE

This sheet gives us basic contact and summary information about your project.

PROPOSED IDEA (30 points)

The purpose of all NMF projects is to create stronger, more connected neighborhoods and communities. We want to know details about exactly how your project will build a more vibrant community. We want you to explain **why you want to do this project, how it will benefit the public and exactly what you will do**. Your detailed workplan will let us know the **step-by-step activities** of your project.

NEIGHBORHOOD INVOLVEMENT/ COMMUNITY BUILDING (30 points)

NMF projects build community by intentionally bringing people together. We want to know who is involved in the project, both now and during project implementation. Projects should involve as many diverse groups and individuals as possible and should reflect the demographics of your community, including youth, seniors, immigrants and refugees, renters, homeowners, business organizations, GLBT groups, etc. We ask for information about **your organization** as well as **all the different types of people and roles** that make up your project.

OUTCOMES (10 points)

A successful project will have a vision for success and be driven by achievable outcomes. We want to know about **specific outcomes**, both tangible and/or intangible results, and how you will **measure project success**.

PROJECT RESOURCES AND READINESS (30 points)

Widespread and diverse match contributions of cash, volunteer labor, donated professional services and donated materials are indicators of community support. Project readiness means the project has been well-planned and will be successful in raising enough match within the timeframe required by the applicable fund. We ask for a **detailed project budget** and **how you will raise your community match funds**.

Match Requirements

Core to NMF is the contribution of community match – volunteer labor, donated materials, professional services and/or cash from community members – that awardees must raise to match the City's award. The amount and type of match must fit the needs of the project. Because these contributions show the level of community commitment to and investment in a project, a significant portion should come from the neighborhood or community itself. Requirements:

- **Physical improvement projects** (where something tangible and lasting, such as a playground or public art, is being created) require a 1:1 match (the community match must equal the funding request).
- **Non-physical projects** (such as design, planning, events, etc.) require a ½:1 match (the community match must equal at least half of the funding request).

Funds and resources from other City of Seattle sources, including Parks Levy funding, Bridging the Gap funding and City staff services, cannot be counted as match.

Documentation of match contributions must later be submitted with invoices and reports, if a NMF award is made.

Match Types and Descriptions

There are several types of contributions eligible for meeting the Fund's match requirements (not all of these categories are relevant to Tree Fund projects):

Volunteer Labor. Individuals can contribute time to a project in many ways, including: serving on steering or planning committees; organizing events; attending work parties; attending community meetings, etc. Note that:

- Volunteer labor is valued at \$20/hour.
- Volunteer time spent on fundraising, planning, design and organizing will be counted starting on the application due date.
- Ten hours of volunteer time may be credited for preparation of a Small and Simple Projects Fund or Large Projects Fund application.

Professional Services. Donated professional services must be relevant to the project and proportionate to its needs. Examples can include a web designer, landscape architect or graphic designer.

- Donors must document the hourly value of their professional services on their letterhead. Services are valued at their customary rates, up to a maximum of \$75/hour.
- An individual or business that will be paid for any project-related work cannot additionally pledge volunteer time nor donate other goods or services to the project. Applicants should decide early on whether professional services will be donated or purchased with the NMF award.

Donated Materials or Supplies. All donated materials and supplies (food, tools, etc.) are valued at their retail prices. Borrowed equipment can also be considered as part of the match, valued at the standard rental fee. Donors of the materials and supplies must provide documentation on their letterhead of the value of the match.

Cash. Cash donations can come from fundraising events, individuals, foundations, businesses and/or community groups.

Application Review Process

Each Neighborhood Matching Fund proposal is reviewed through the following processes:

SMALL SPARKS FUND, TREE FUND AND SMALL AND SIMPLE PROJECTS FUND

All applications are reviewed by Neighborhood Matching Fund program staff.

LARGE PROJECTS FUND

All letters of intent are reviewed by Neighborhood Matching Fund program staff. All full proposal applications are reviewed as follows:

- Neighborhood-based proposals are reviewed by two sets of community volunteers: the District Council relevant to the identified neighborhood; and the Citywide Review Team. Applicants must make a presentation to both groups at a scheduled Open House. Based on the written proposal and on the Open House presentation, the District Council and Citywide Review Team will then each contribute 50% of the review score.

NOTES: Other relevant City of Seattle departments additionally review applications, as appropriate. For projects involving improvements to property owned by public entities, property owner approval is required in order for the project to receive funding.

Contracting and Public Funding

Because NMF awards are public dollars, there are conditions that apply to these projects. Being aware of these conditions at the start of your project will help you plan better.

Contracts. All NMF projects, except for Tree Fund projects, require a funding agreement between the awardee and the City of Seattle. (In some cases, there may be a third party involved, such as a fiscal sponsor.) Generally, awarded individuals and groups must fulfill any award conditions and be ready to contract within 30 days of the award date. The award money is paid out in installments on a reimbursement basis. You cannot incur costs to be paid with a NMF award before you have a signed contract with the Department of Neighborhoods.

Fiscal Sponsor. An applicant does not need to be an IRS-recognized charitable organization (known as a 501(c)(3) agency) to receive City funding. However, donors to your project cannot claim tax benefit for their donations unless you are, or are affiliated with, a 501(c)(3) organization. If you plan to do significant fundraising, it makes sense to find a fiscal sponsor. (Becoming a 501(c)(3) requires a lengthy IRS filing process and fees, and is not usually a practical option for applicants.) A fiscal sponsor is an organization that agrees to act as the trustee of your project's funds, and assumes financial responsibilities related to successful completion of your project. Typically, a fiscal sponsor will charge you a fee of 3% to 10% of the money they handle on your behalf. The percentage should be appropriate to the level of involvement and amount of work they provide. This expense can be included in your budget. Even if you work with a fiscal sponsor, you will still be responsible for tracking and reporting on volunteer time and other donations not managed by the fiscal sponsor.

If you decide to use a fiscal sponsor, contact the Neighborhood Matching Fund staff for specific conditions concerning fiscal sponsorship.

If you choose not to use a fiscal sponsor and, instead, will manage all funds on your own, NMF staff can provide advice on recordkeeping systems, how to acquire an IRS Employer Identification Number, and how to make annual reports to the IRS about how you spent the money you received.

Insurance. If your project is funded, the City will provide insurance covering volunteers while they are working on your project. If there is risk involved, you will be asked to purchase Commercial General Liability insurance for the project to limit the liability of your organization and the City. Depending on the project's scope, the price will range from \$300 to \$1,500.

Competitive Bid. The City requires that you give opportunity to a broad set of businesses to bid on the work you are generating. The City encourages opening that opportunity to women and minority-owned businesses. If you are using consultant services worth more than \$5,000, you must solicit at least three responses to a written scope of work. If the consultant will receive more than \$10,000 of City funds, you must advertise for those services. Vendor or contractor services (printing, or construction work, etc.) of more than \$5,000 must also be advertised and selected only after receiving three written bids.

Contingency. All physical improvement project budgets must include 15% cash contingency funds.

Reporting

All recipients of NMF awards must submit progress reports, signed documentation of community match, and invoices, as appropriate, throughout project implementation as well as at project completion. The deadlines for these reports vary depending upon the fund (Small Sparks, Tree Fund, etc.) and are specifically outlined in the awardee's contract with the City.

Contact Information

For more information about the Neighborhood Matching Fund program, please contact us or visit our website.

PHONE: (206) 233-0093

FAX: (206) 233-5142

EMAIL: NMFund@seattle.gov

WEBSITE: <http://seattle.gov/neighborhoods/nmf/>

MAILING ADDRESS:

PO Box 94649, Seattle, WA 98124-4649

PHYSICAL ADDRESS: Department of Neighborhoods,
700 - 5th Avenue, Suite 1700, Seattle, WA 98104

To search previously funded Neighborhood Matching Fund projects, visit:

<http://seattle.gov/neighborhoods/nmf/database/>